

12-2013

Why Run: A Website for New Runners

Irene C. Meyer

Follow this and additional works at: <http://scholarworks.rit.edu/theses>

Recommended Citation

Meyer, Irene C., "Why Run: A Website for New Runners" (2013). Thesis. Rochester Institute of Technology. Accessed from

This Thesis is brought to you for free and open access by the Thesis/Dissertation Collections at RIT Scholar Works. It has been accepted for inclusion in Theses by an authorized administrator of RIT Scholar Works. For more information, please contact ritscholarworks@rit.edu.

A Thesis submitted to the Faculty
of the College of Imaging Arts and Sciences
in candidacy for the degree of
Master of Fine Arts in Computer Graphics Design

Why Run

A Website for New Runners

Irene C. Meyer

Master of Fine Arts Degree
Computer Graphics Design

School of Design
College of Imaging Arts and Sciences
Rochester Institute of Technology

December 2013

A Thesis in Candidacy for the Master of Fine Arts Degree

Rochester Institute of Technology
College of Imaging Arts and Sciences
School of Design
Computer Graphics Design

Title: *WhyRun: A Website for New Runners*

Submitted by: *Irene C Meyer*

Date: *December 12, 2013*

Approvals

Committee Chair:

Chris Jackson, Professor, Visual Communication Design

Signature of Committee Chair

Date

Committee Member:

Marla Schweppe, Professor, Visual Communication Design

Signature of Associate Advisor

Date

Committee Member:

Donna Rubin, Assistant Vice President for Student Wellness

Signature of Associate Advisor

Date

Peter Byrne, School of Design Administrative Chair

Signature of Administrative Chair

Date

Abstract

Running is one of the simplest forms of physical activity that a person can take part in, but can still seem daunting to someone who has never done it before. whyRun is a website that guides interested beginners, through a simple and easy user interface design, in the basics of the sport: Why they should get started, how to take those first steps, the different types of running, equipment needed, and how to stay safe and motivated.

I believe that running can genuinely change not only how a person appears physically by getting a sedentary body into motion, but also helps individuals mentally by giving them an outlet for built up stress and a place to release negative energy.

By creating a design identity and a means of access through website design, whyRun, will be targeted at beginners and will help share my love of running to a group of people who have started to believe that this is something they can take on, conquer, and enjoy.

Introduction

Thesis Statement

Running websites, whether they stem from a running magazine, apparel company, or a professional runner; can be quite cluttered with advertisements, sponsorships, and a vast amount of information. My goal is to create a website targeted strictly at beginners, laying out the information in a simple, clean, and dynamic design, that will allow for the information to be accessible, comprehensible and encouraging to a new runner.

Websites dedicated solely to beginners are far and few between when it comes to the sport of running because they are usually incorporated into a section of a much larger website. There are plenty of articles and training programs online and within books, but a website that compiles encouragement, equipment and safety advice, and suggestions to keep motivated, all in one place, is hard to find.

WhyRun takes on this challenge through the Inspire, Perspire, and Persevere mentality to distribute information on running to interested beginners, through one single website.

Review of Literature

Online References

runnersworld.com

Runner's world is one of the most popular running magazines and their website is more so targeted at intermediate runners, but they provide downloadable articles on Injury Prevention, Summer Running, Winter Running, and Gear Guides.

W3Schools Online Web Tutorials - <http://www.w3schools.com>

This website will be used as a go to reference guide for problem solving with HTML5 and learning new techniques. I considered myself to be a beginner in learning this language and this website was helpful in learning HTML5 through tutorials and notes. It was also the go-to reference when troubleshooting different problems encountered while coding.

S.A.S.S. - Syntactically Awesome Stylesheets.

http://sass-lang.com/documentation/file.SASS_REFERENCE.html

This site was the reference used in learning what S.A.S.S. is and for implementing it within the project.

Review of Literature

Printed References

No Need For Speed: by John "The Penguin" Bingham

This book is a beginners guide to running that was written in 2002. It was a great source for content for the WhyRun website because each section covers different aspects of running, like being inspired to run and keeping with it, even when your mind says you can't.

The Principles of Running: by Amby Burfoot

This book was a good supplement to *No Need For Speed* as it is filled with different lessons and answered questions that a beginner might have. Explanations are included, but then at the end of each chapter there is a consolidated list format of facts, which was informative content for the site.

HTML and CSS: Design and Build Websites: by Jon Duckett

This was the go to reference book for learning HTML and incorporating CSS into the design. The way this book is written makes it easier for a non-programmer to understand the content and utilize the information in a well designed matter.

The Web Designer's Idea Book, Vol 2: More of the Best Themes Trends, and Styles in Website Design: by Patrick McNeil

This book was used as a design reference during the layout design process for the site.

Inspire: Process

Logo

The brand identity of WhyRun began with the idea that the users of this website are beginners and to become a runner, no matter what, a first step has to be taken. That step, of course, in a sneaker. Once the sneaker element was created, combining it with the logo type was the next step (Figure 1a). Starting out with the tag line of “WhyRun? WhyNot.” and by not varying the weight of the elements, the logo came off as being very heavy and didn’t flow together as a unit. Eventually that tag line was scrapped and the topics of the site were used within the logotype and became the final tag line.

The final logotype for WhyRun is from the type family Berthold Akzidenz Grotesk, specifically using the font Extra-Bold Condensed Italic (Figure 1b). The typeface was chosen for its solid nature, that implied just enough motion, when italicized. Because the large logotype is so prominent, the accompanying tag line, and finalized mantra, of WhyRun was designed in all lowercase letters, in Berthold Akzidenz Grotesk Medium Condensed Italic (Figure 1c), that way the differentiation in the weight of the elements (Figure 1d) was accomplished, which was lacking in the original logo ideations.



Figure 1a

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 1b

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 1c



Figure 1d

Inspire: Process

Colors

Running is a high energy sport with high energy participants. WhyRun needed to reflect this high energy mentality, which was accomplished through color. The color exploration began with focusing on warm colors vs cool colors, finding base colors and creating schemes off of that base color, through the online Adobe Kuler tool.

The finalized color scheme (Figure 2a) is made up of derivatives of blue and green with an accent of red-orange added for contrast. The colors work well together in creating a happy and tranquil tone for the brand identity of WhyRun, as a whole, with each step having been assigned its own specific color to give each page it's own individual identity (Figure 2b).



Figure 2a



Figure 2b

Inspire: Process

Type

The typography of WhyRun was built off of the use of Berthold Akzidenz Grotesk in the logotype.

Steelfish (Figure 3a) was chosen as the display type for the website because of its similarities to Berthold Akzidenz Grotesk Medium Condensed Italic, as it is a condensed typeface that when italicized gives a lot of action to the design.

Amble (Figure 3b) was chosen as the typeface of the body copy because it compliments both Berthold Akzidenz Grotesk and Steelfish with it's slightly condensed design, while still being legible on a smaller scale.

STEELFISH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 3a

AMBLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figure 3b

Inspire: Process

Site-Plan

Before creating the layout of WhyRun the flow of the site was decided upon. The three main pages of WhyRun are Inspire, Perspire, and Persevere, with each having their own supplementary pages of information (Figure 4).

The main navigation within the header of the website goes between each main page, through a drop-down menu. When within each main page there is a secondary navigation that goes between each supplementary page.

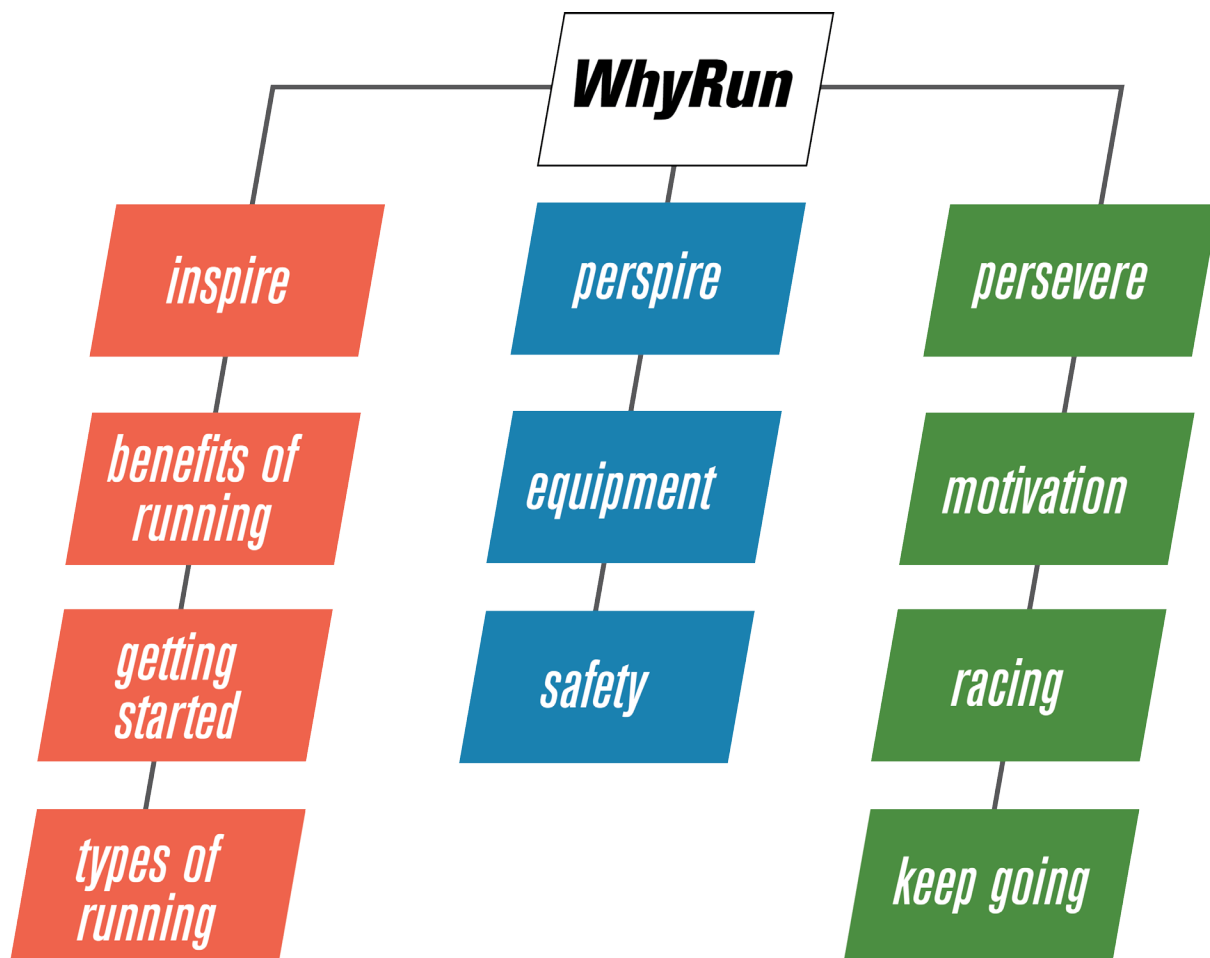


Figure 4

Inspire: Process

Layout

The concept design of the WhyRun website started out with very traditional and stagnant beginnings, typical drop down menus, square photographs, and bland type were first used and then scrapped. Wanting to do something different, led to the laying out of a number of different variations of rectangular and square shapes for the homepage. Piecing the shapes together like a puzzle became a project in itself (Figure 5). Eventually deciding that simpler was better in this situation, the number of shapes used on the homepage was minimized. From there it was decided that the logo would be placed in the upper right hand corner to balance out the final design layout of the three informational portals. These three portals and the logo are the only links on the page, so that the user would know to enter through the main rectangles to the informational portion of the site. The type throughout the site was used in its italicized font, therefore, it was realized that the rectangles should also mimic this to imply motion to the home page and this design was then carried throughout the site.



Figure 5

Inspire: Process

HTML Structure - Home Page

The first step in creating WhyRun was coding the skeleton of the site structure through HTML. The homepage is built with a header, five separate divs within a page-wrapper div, and a footer (Figure 6). The five separate divs within the page-wrapper were deemed necessary after the column widths and heights of the rectangles were determined.

```
<div class="header"></div>

<div class="page-wrapper skew">
  <div class="page-index">

    <div class="orange one-row two-col float-left">
      <div class="unskew">
        <h1><a href="inspire/benefits.html" class="unskew">inspire</a></h1>
      </div>
    </div>

    <div class="float-left">
      <div class="red one-row one-col float-left">
        
      </div>

      <div class="one-row one-col float-left">
        <div class="site-logo unskew">
        </div>
      </div>
    </div>

    <div class="hover">
      <div class="light-green one-row one-col float-left">
        <p class="quote unskew" style="display:none">"Get up,<br>get out,<br> get going!"</p>
      </div>
    </div>

    <div class="float-left">
      <div class="blue one-row two-col float-left">
        <div class="unskew">
          <h1><a href="perspire/equipment.html" class="unskew">perspire</a></h1>
        </div>
      </div>
      <div class="red one-row one-col float-left">

    </div>
  </div>
</div>
```

Figure 6

Inspire: Process

jQuery - Home Page

jQuery (Figure 7a) was implemented within the homepage to portray an encouraging hidden message for the first time viewer of the site.

"Get up, get out, get going!" appears when the user hovers over the light-green shape (Figure 7b), which was implemented with a simple fadeIn/fadeOut jQuery function.

```
1 $(document).ready(function()  
2 {  
3     $("div.hover").hover(  
4         function () {  
5             $(".quote").fadeIn(900);  
6         },  
7         function () {  
8             $(".quote").fadeOut(500);  
9         }  
10    );  
11 });
```

Figure 7a

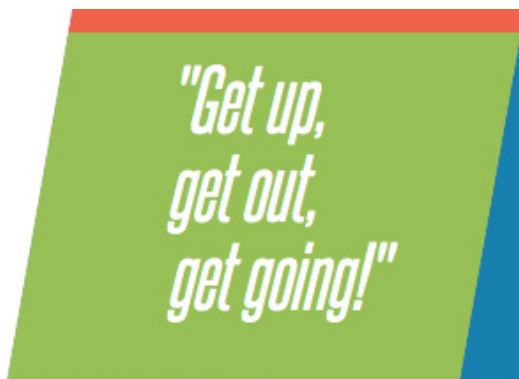


Figure 7b

Inspire: Process

HTML Structure - Informational Pages

The structure of the internal informational pages is set-up differently because of the navigation and accordion elements on the page.

The drop-down menu navigation, within the header, is set-up using Bootstrap as its foundation. Bootstrap is a pre-compiled framework, that includes CSS and jQuery, for front-end developers to use within their sites. Once the framework is downloaded and implemented within the site structure, it is completely editable to fit within the design of the site.

```
<div class="nav-one">
  <a data-toggle="dropdown" href="inspire.html">inspire</a>
  <ul class="dropdown-menu" id="a" role="menu" aria-labelledby="dLabel">
    <li><a tabindex="-1" href="../inspire/benefits.html">benefits</a></li>
    <li><a tabindex="-1" href="../inspire/started.html">getting started</a></li>
    <li><a tabindex="-1" href="../inspire/types.html">types of running</a></li>
  </ul>
</div>

<div class="nav-two">
  <a data-toggle="dropdown" href="perspire.html">perspire</a>
  <ul class="dropdown-menu" id="b" role="menu" aria-labelledby="dLabel">
    <li><a tabindex="-1" href="../perspire/equipment.html">equipment</a></li>
    <li><a tabindex="-1" href="../perspire/safety.html">safety</a></li>
  </ul>
</div>

<div class="nav-three">
  <a data-toggle="dropdown" href="persevere.html">persevere</a>
  <ul class="dropdown-menu" id="c" role="menu" aria-labelledby="dLabel">
    <li><a tabindex="-1" href="../persevere/motivate.html">motivation</a></li>
    <li><a tabindex="-1" href="../persevere/racing.html">racing</a></li>
    <li><a tabindex="-1" href="../persevere/going.html">keep going</a></li>
  </ul>
</div>
</div>
```

Figure 8

Inspire: Process

HTML Structure - Informational Pages

The other main element of the informational pages is the accordion set-up that is used to present the information to the visitor. Set-up using jQuery (Figure 9a) and CSS (Figure 9b), the accordion contains the information by presenting only one tab at a time, that way the viewer isn't overwhelmed by the amount of body copy that is placed before them. By adding in the simplistic movement of the accordion, motion is again reinforced through the use of this element.

```
$(document).ready(function(){
    $(".accordion h3:first").addClass("active");
    $(".accordion p:not(:first)").hide();
    $(".accordion h3").click(function(){
        $(this).next("p").slideToggle("slow").siblings("p:visible").slideUp("slow");
        $(this).toggleClass("active");
        $(this).siblings("h3").removeClass("active");
    });
});
```

Figure 9a

```
.accordion {
    width: 735px;
    border-bottom: solid 1px #ffffff;
    margin-top: 1%;
    margin-left: 3%;
}
.accordion h3 {
    background: #ef634d url(../inc/images/arrow-square.gif) no-repeat right -22px;
    padding: 7px 15px;
    margin: 0;
    font-family: 'amblight';

    color: #f9a18a;
    border: solid 1px #ffffff;
    border-bottom: none;
    cursor: pointer;
}
.accordion h3:hover {
    background-color: #f9a18a;
    color: #ef634d;
}
.accordion h3.active {
    background-position: right 5px;
}
```

Figure 9b

Inspire: Process

Styles

Once this structure was set-up, the design was implemented through Syntactically Awesome Stylesheets or S.A.S.S (Figure 10a). S.A.S.S. is an extension of CSS that allows the nesting of rules, which as a designer, made coding the site much easier to understand.

S.A.S.S. also allows for the creation of variables (Figure 10b) for commonly used data types. For WhyRun variables were created for the various colors that are used throughout the site, designated by the use of the dollar sign (\$). Once the variables are designated they are merged into the main file through the use of the CSS @import rule (Figure 10c). To make the code of the site more manageable, imports were created for the colors, fonts and general site styles.

```
.green{
  background-color:$green;
  h1{
    font-family: 'SteelfishRgRegular';
    margin-top: 20%;
    margin-left: 5%;
    font-size: 550%;
    color: #ffffff;
  }
  a{
    color:$white;
  }
  a:hover{
    color:$light-green;
    text-decoration:none;
    font-family: 'SteelfishRgItalic';
  }
}
```

Figure 10a

```
$header-blue:#19a2c0;
$orange:#ef634d;
$light-orange:#f9a18a;
$red:#a92323;
$pink:#cc6969;
$green:#4a8d40;
$light-green:#97c156;
$footer-green:#304820;
$blue:#1780af;
$light-blue:#87bfd4;
$white:#ffffff;
$grey:#C0C0C0;
$brown:#813a2f;
$browntwo:#5a3e39;
$browntthree:#714842;
```

Figure 10b

```
@import "vars";
@import "mixins";
@import "global";
@import "page";
@import "fonts";
```

Figure 10c

Perspire: The Culmination

The Home Page

When you first visit WhyRun, the main page is filled with activity from the color scheme to the images of people in motion (Figure 11a). The images of the WhyRun site were taken at various locations in New York State, including parks, canal trails, and some actual 5K races. Runners are everywhere and run everywhere, which was important to reflect in the imagery.

Once the user decides on a topic to enter into, the hover state of each link angles more and changes to the lighter tint of that topic (Figure 11b), to give the user feedback that they are in fact about to click on a link into another page.

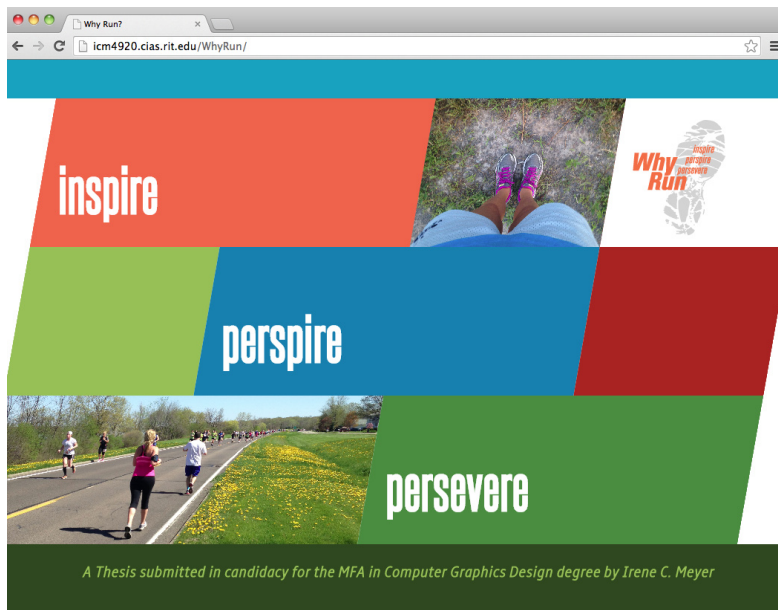


Figure 11a



Figure 11b

Perspire: The Culmination

The Informational Pages

Each overarching informational category has its own color scheme as talked about on page 8. Here it can be seen put into full effect (Figures 12a -12c). Colors are utilized in combination to create energy, but also to not overwhelm the user. Each page contains the information within the accordion fold jQuery application so that the viewer isn't instantly looking at paragraphs upon paragraphs of information, with no idea where to start.

Inspirational quotes related to each overarching informational category appear in the upper left corner of the page to remind the user why they are visiting this website. These quotes came from a variety of Runners World articles and books. Imagery is used to reinforce this mentality, while also adding color, and structure to the site.

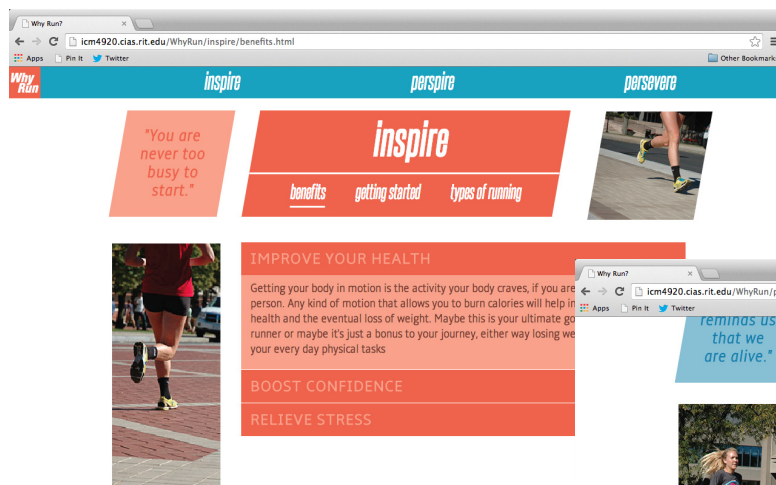


Figure 12a

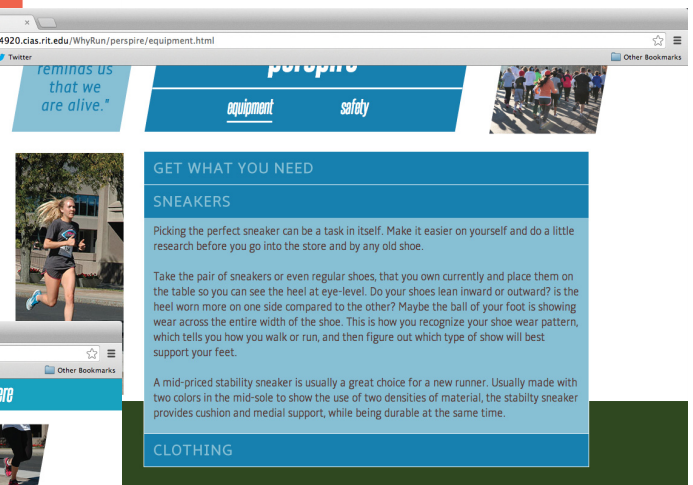
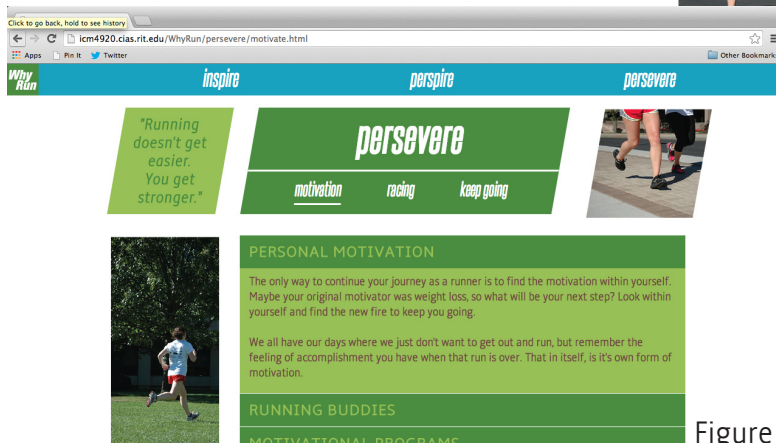


Figure 12b

Figure 12c

Perspire: The Culmination

Navigation

The navigation is split into two modes. There is a drop-down menu in that pops down from the header (Figure 13a) and a subnavigation under each category heading in the second tier header (Figure 13b).

As the user hovers over and clicks on the header links to travel between pages, they are given feedback through color, to let them know that they are in fact click on a linke and traveling through to a different page. Within those different categories, the subnavigation tells the user what page they are on by the white underline.



Figure 13a



Figure 13b

Perspire: Summary

Troubleshooting

Getting to the finished product did not go without some problems and frustrations. Minor adjustments involved adding percentages or pixels one at a time until spacing was where it needed to be. However, when the site was expanded to larger screens the alignment of the various divs did not remain in place. This was taken care of by creating a wrapper for the div that would expand up until 960px.

Another major issue that came about while coding the site, was coding the drop-down menu navigation. The main issue was that the menu itself wouldn't drop down, but would pop over the original navigation bar. This was corrected by targeting the ul class as an entire entity and pushing the entire menu downward through the "margin-top" property.

The last major issue dealt with the footer and it's interaction with the accordion element on the informational pages. Once the footer was designated to stick to the bottom of the page, the z-index property was manipulated so that the footer fell back behind the accordion element, when the two items layered over one another. This way the information wasn't hidden behind the footer.

Perspire: Summary

Feedback

Sitting down with reviewers of the site, which ranged from fellow runners, designers, and other potential users of the site, many responded with an appreciation for how easy the site was to navigate and how much the color scheme gave energy to the site. Watching these users interact with the site was a more informative way of gathering feedback rather than a survey. Some paused to take it all in, the colors, the information, the hover, and the quotes, while others more so navigated the site to get right to the information. There was no confusion in terms of what was a link and a couple users voiced how they appreciated the motion that came with hovering over a link.

However, with all of the positive feedback came some criticisms and suggestions, mainly dealing with color. Adjustments were made to the tints and saturations of the color scheme as it was overpowering when reading the content of the site for an extended period of time. The colors of WhyRun went through multiple adjustments (Figure 11), with Round 1 being the original colors and Round 3 being the finalized colors of the site.

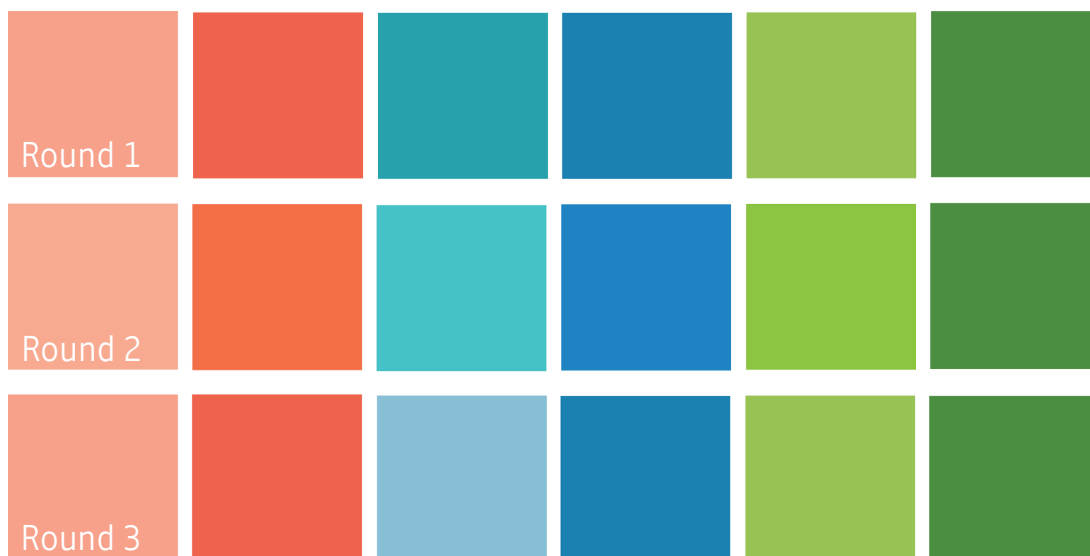


Figure 11

Persevere: Conclusion

When I began my journey in becoming a runner the amount of information on the sport was overwhelming. Sifting through websites, books, and articles was a process and trying to find one site that was both comprehensible and knowledgeable was impossible. WhyRun has become that website. Using research and personal experience, this project takes a clean, simplistic, bold, and informative approach at encouraging interested beginners to take part in the sport of running.

As a brand identity WhyRun institutes the belief that becoming a runner can be accomplished by anyone if they are willing to believe in the Inspire - Perspire - Persevere, mantra, and ultimately be willing to believe in themselves. This site serves as a gateway of encouragement for new runners who are still skeptical that running is something that they can start, conquer, and actually enjoy. It emphasizes getting a sedentary body into motion by any means, and working its way into a run. The language of this website stays personal and understandable, which serves as a way to keep the viewer from being deterred because they're being informed in a relatable way.

Thesis Proposal for the Master of Fine Arts Degree

Rochester Institute of Technology
College of Imaging Arts and Sciences
School of Design
Computer Graphics Design

Title: whyRUN: A Responsive Website for New Runners

Submitted by: Irene Meyer

Date: November 7, 2012

Thesis Proposal for the Master of Fine Arts Degree

Rochester Institute of Technology
College of Imaging Arts and Sciences
School of Design
Computer Graphics Design

Title: whyRUN: A Responsive Website for New Runners

Submitted by: Irene Meyer

Date: November 7, 2012

Approvals

Committee Chair:

Marla Schweppe, Professor, Computer Graphics Design

Signature of Committee Chair

Date

Committee Member:

Chris Jackson, Associate Professor, Computer Graphics Design

Signature of Associate Advisor

Date

Committee Member:

Donna Rubin, Assistant Vice President for Student Wellness

Signature of Associate Advisor

Date

Persevere: Appendix

Reproduction Granted:

Date:

I, _____, hereby grant permission to Rochester Institute of Technology to reproduce my thesis documentation in whole or part. Any reproduction will not be for commercial use or profit.

Signature of Author

Date

Inclusion in the RIT Digital Media Library Electronic Thesis and Dissertation (ETD) Archive:

I, _____, additionally grant to Rochester Institute of Technology Digital Media Library the non-exclusive license to archive and provide electronic access to my thesis in whole or in part in all forms of media in perpetuity. I understand that my work, in addition to its bibliographic record and abstract, will be available to the worldwide community of scholars and researchers through the RIT DML. I retain all other ownership rights to the copyright of the thesis. I also retain the right to use in future works (such as articles and books) all or part of this thesis. I am aware that Rochester Institute of Technology does not require registration of copyright for ETDs. I hereby certify that, if appropriate, I have obtained and attached written permission statements from owners of each third party copyrighted matter to be included in my thesis. I certify that the version I submit is the same as that approved by my committee.

Signature of Author

Date

Persevere: Appendix

Abstract

Running is one of the simplest forms of physical activity that a person can take part in, but can still seem daunting to someone who has never done it before. whyRun is a website that will guide interested beginners in the basics of the sport: how to find the perfect sneaker, safety guidelines..etc. I believe that running can genuinely change not only how a person appears physically, but also helps in changing how a person can view themselves. Creating this website targeted at beginners will help share my love of running to a group of people who have started to believe that this is something they can conquer and enjoy.

Problem Statement

Running websites can be divided into two main types: Brand/Sales based and Informational based. Brand websites like Nike, Asics, and Brooks are well designed with a an even balance of text and image, while most informational sites like Runner's World are text heavy. Runner's World is one of the more popular and somewhat well-designed informational sites out there. However, like it's name implies, Runner's World is a website that is for a variety of different runners, and more so targeted at experienced ones. The Beginner's section is only a small component to the entirety of this website. It's contents are organized within a grid structure, but competition with larger-scale advertisements is still a problem. In comparison to Runner's World, "New Runner" sections can be found on fitness-type websites as well, like Fitness Magazine, Women's Health, Men's Health, and Livestrong.com. The main concern with sites like these is that finding the information takes too many steps, the information is compiled either into articles (that are then listed one after the other) or "top ten" type lists, and is mostly targeted at people who want to run a race of some distance; like a 5K or a 10K. Training is the word that is utilized most throughout all of the various running websites because for most people running a race turns into the ultimate goal. But what about the people who want to run to better themselves or their lives, not to compete? These people could be turned off by the competitive vocabulary that is used on a lot of running websites.

In terms of this project, the problem is that the information for new runners is spread across multiple websites or is only a small section within a much larger whole. Searching out this information can take multiple steps and at times seems like the viewer is searching in a maze. This is where design needs to come into play. The websites that I have found and analyzed all have components of good design, but one website which contains both the information and an easily navigable interface, is lacking.

whyRun will be just that; an informational website on running for beginners. Competition in races will not be the main focus, instead the focus will be placed on three things: inspire, perspire, and persevere. These three headings will be the outlining subjects of the information on the site. As far as design goes, whyRun will be built based on responsive web design because as runners, we are always on the go. For example, when at the store, shopping for sneakers or cold weather gear, it will be possible to look at this site for advice on a smart phone and with the responsive design the information will be easy to read and find.

My end goal in this project is to take the necessary information for new runners and place it within a clean and dynamically designed website. In doing so, I hope to keep people from becoming overwhelmed by the information presented, before they've even taken two steps out of the door.

Persevere: Appendix

Survey of Literature

Bingham, John "The Penguin". *No Need For Speed: A Beginner's Guide to the Joy of Running*. United States of America: St. Martin's Press, 2002. Print.

This book is a beginners guide to running that was written in 2002. It will be a great source for content for the website because each section covers different aspects of running, like being inspired to run and keeping with it, even when your mind says you can't.

Burfoot, Amby. *The Principles of Running: Practical Lessons for My First 100,000 Miles*. United States of America: St. Martin's Press, 1999. Print.

This book will be a good supplement to No Need For Speed as it is filled with different lessons and answered questions that a beginner might have. Explanations are included, but then at the end of each chapter this is a consolidated list format of facts, which will be very informative content for the site.

"Runner's World: Running Shoes, Marathon Training, Racing." *Runner's World*. Web. 1 Oct. 2012.
<<http://www.runnersworld.com/>>.

Runner's world is one of the most popular running magazines and their website is more so targeted at intermediate runners, but they provide information that could be useful for information for my website.

"Running In The USA: Work Hard. Play Harder." *Running In The USA*. Web. 1 Oct. 2012.
<<http://www.runningintheusa.com/>>.

This website provides listings of a variety of different races across the United States and will be useful to know when races are happening for photo opportunities for images for the website, but will also be useful in creating a listing of good 5K races for beginners.

Duckett, Jon. *HTML & CSS: Design and Build Websites*. Indianapolis: John Wiley & Sons, Inc., 2011. Print.

This will be my go to reference book for learning HTML and incorporating CSS into the design. The way this book is written makes it easier for a non-programmer to understand the content and utilize the information in a well designed matter.

Krug, Steve. *Don't Make Me Think: A Common Sense Approach to Web Usability*. Berkeley: New Riders, 2006. Print.

This will be a great reference in understanding how to design whyRUN, so that the user can navigate the site with ease.

McNeil, Patrick. *The Web Designer's Idea Book, Vol. 2*. Cincinnati: HOW Books, 2010. Print.

This book will be used as more of a reference for how I would like to design my site. Looking through this, will give me an idea of what's out there, what I like and what I don't like.

"Learn to Create Websites." *W3Schools Online Web Tutorials*. Web. 1 Oct. 2012.
<<http://w3schools.com/>>.

This website will be used as a go to reference guide for problem solving with HTML5 and learning new techniques. I consider myself to still be a beginner in learning this language, this website will be helpful in learning HTML5 through tutorials and notes.

Persevere: Appendix

Design Ideation

The thematic elements of this website will be clean and organized. A cool color theme will be utilized throughout the site, with the use of photography to balance out the amount of information. Typography will be of the san-serif family, to keep a modern look and feel to the website. An addition to this project will be a 30-second motion graphics piece that will appear on the homepage. This will be a type-based piece that will encourage new runners to start and keep going.

Implementation Strategies

The creation of this website will be done by using HTML 5 and media queries along with flexible layouts, based on a grid system. Images, that will be taken by myself, will be utilized in a flexible manner, so that they will still appear on smaller devices. The motion graphics piece will be done using After Effects. Photographs will be taken using a Nikon SLR camera. Edited using Adobe Photoshop.

Dissemination

The dissemination of this project will take place through social media websites like Facebook and twitter, along with the handing out of printed advertisements to local running shops like Fleet Feet and MedVed. I would also like to talk to RIT's College Activities Board to try and work out a themed movie night for their Thursday Night Cinema program, in which the website would be advertised beforehand. I would also like to work in conjunction with RIT Student Wellness and the RIT Running Club, to do so. This website will also be submitted to wellness expos and conferences as well as any wellness based competitions.

Evaluation Plan

The evaluation plan will solely be based on user activity and response. Which will be gaged by a questionnaire that will be filled out while the tester is using the site. I will run many user testing sessions with testers being new runners, experienced runners, design professionals, and fellow students.

Persevere: Appendix

Assets for Project

whyRUN branding

Visual style, logo, & print designs

whyRUN website

3-4 responsive web pages

whyRUN advertisement

30 second motion graphics piece

whyRUN photography

Minimum 20-30 photographs

Pragmatic Considerations

Budget

- \$50 for printing of thesis
- \$100 for purchasing of books
- \$75 projected for submission into contests

Total Projected Expenses: \$225

Persevere: Appendix

Timeline

October 2012

- 26th - Have informational outlines compiled for website content
 - wire frames of designs done.
 - list of races that will be attended for photo opportunities

November 2012

- 7th - Thesis Proposal Defense Presentation - Week 10
- 25th - Begin coding the general look & feel of site
 - utilizing lorem ipsum text and place holder images
- 25th - Begin drafting of inspiration boards/mood boards for MG piece

December 2012

- 1st - Have website content solidified
- 1st - Storyboard Motion Graphics Piece (30 second advertisement)
- 7th - Committee Meeting
- 21st - Have list of competitions/conferences that piece could be sent to

January 2013

- Friday, 11th - Committee Meeting; Have animatic ready for MG piece
- Friday, 25th - User Testing Begins; Take note of browser use

February 2013

- 8th - Committee Meeting; Have 50% of MG piece
 - Fully functioning; upload Beta to Internet; start fixing bugs
- 15th - User Testing;
- 22nd - have MG piece finished; make room for edits

March 2013

- 8th - Committee Meeting
- 9th - Begin Defense Prep/Presentation Creation
 - User Testing

April 2013

- Defense Prep Continues
- 12th - Committee Meeting
 - Create printed materials/get printed at HUB
- ?? - Thesis Defense

May 2013

- ?? - Thesis Show
- 17th - Graduation

Supporting Documentation - Personal Portfolio Website Screenshots

logo ideation

icm



code example

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset = "utf-8"/>
  <link href="CSS/master.css" rel="stylesheet" type="text/css"/>
  <link href="CSS/lightboxstyles.css" rel="stylesheet" type="text/css"/>
  <link href="CSS/jquery.lightbox-0.5.css" rel="stylesheet"
  type="text/css"/>
  <script type="text/javascript" src="js/jquery.js"></script>
  <script type="text/javascript" src="js/greyscale.js"></script>
  <script type="text/javascript"
  src="js/jquery.lightbox-0.5.min.js"></script>
  <script type="text/javascript" src="js/scripts.js"></script>
</head>

<body>
  <div id="page-container">
    <nav>
      <ul id="nav">
        <li><a href="contact.html">CONTACT</a></li>
        <li><a href="gallery_photo.html">PHOTOGRAPHY</a></li>
        <li><a href="gallery_design.html">DESIGN</a></li>
        <li><a href="gallery_motion.html">MOTION</a></li>
        <li><a href="about.html">ABOUT</a></li>
      </ul>
    </nav>

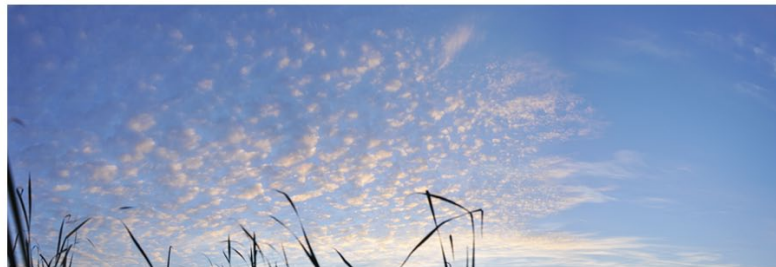
    <header>
      <h1><a href="index.html"></a></h1>
    </header>

    <article>
      <div id="gallerybgd"></div>

      <div id="gallery">
        <ul>
          <li><a href="Images/Image 10.jpg"></a></li>
          <li><a href="Images/Image 1.jpg"><span></span></a></li>
          <li><a href="Images/Image 2.jpg"></a></li>
        </ul>
      </div>
    </article>
  </div>
</body>
</html>
```



ABOUT MOTION DESIGN PHOTOGRAPHY CONTACT



Persevere: Appendix

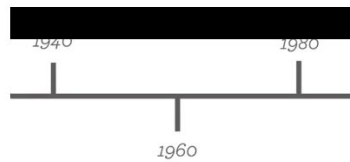


[ABOUT](#) [MOTION](#) [DESIGN](#) [PHOTOGRAPHY](#) [CONTACT](#)

Ken Burns Effect

Type in Motion

Production Studio



Project in which I had to pick a topic and create a short introduction utilizing the Ken Burns style.

Images edited in Photoshop, Motion Graphic created in After Effects.

© Copyright 2013 Irene C. Meyer



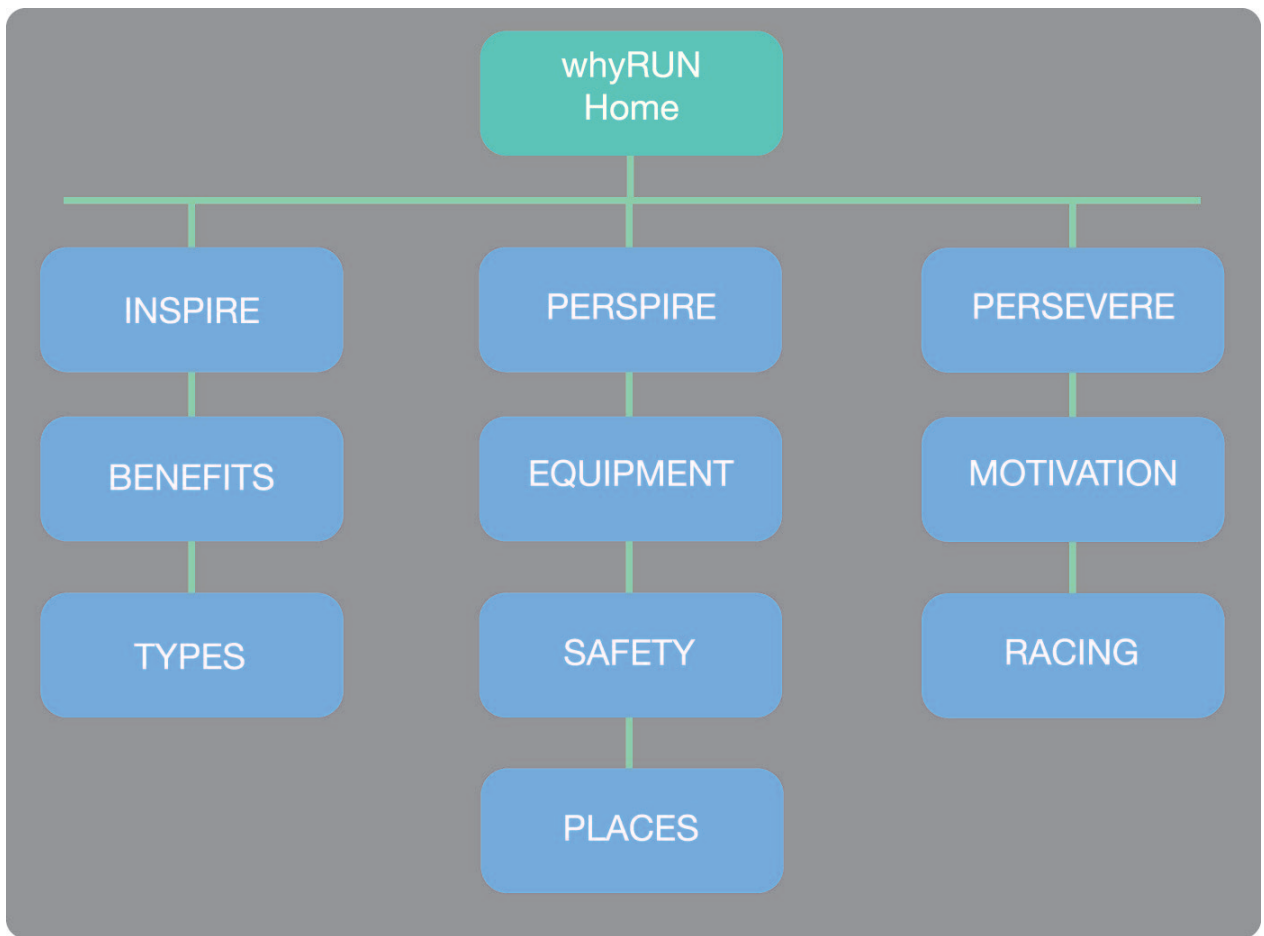
[ABOUT](#) [MOTION](#) [DESIGN](#) [PHOTOGRAPHY](#) [CONTACT](#)



© Copyright 2013 Irene C. Meyer

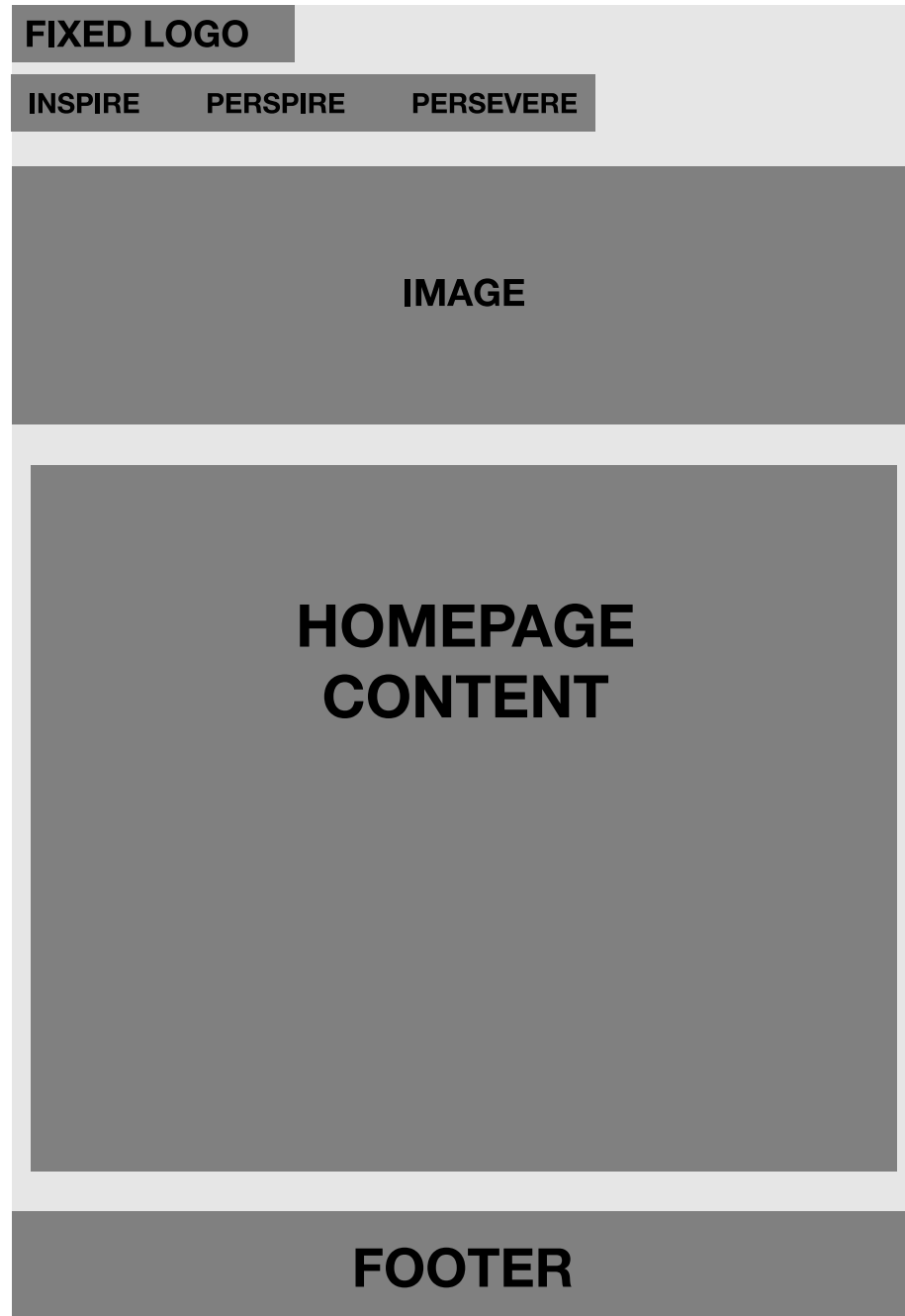
Persevere: Appendix

Flow Chart of Interactivity



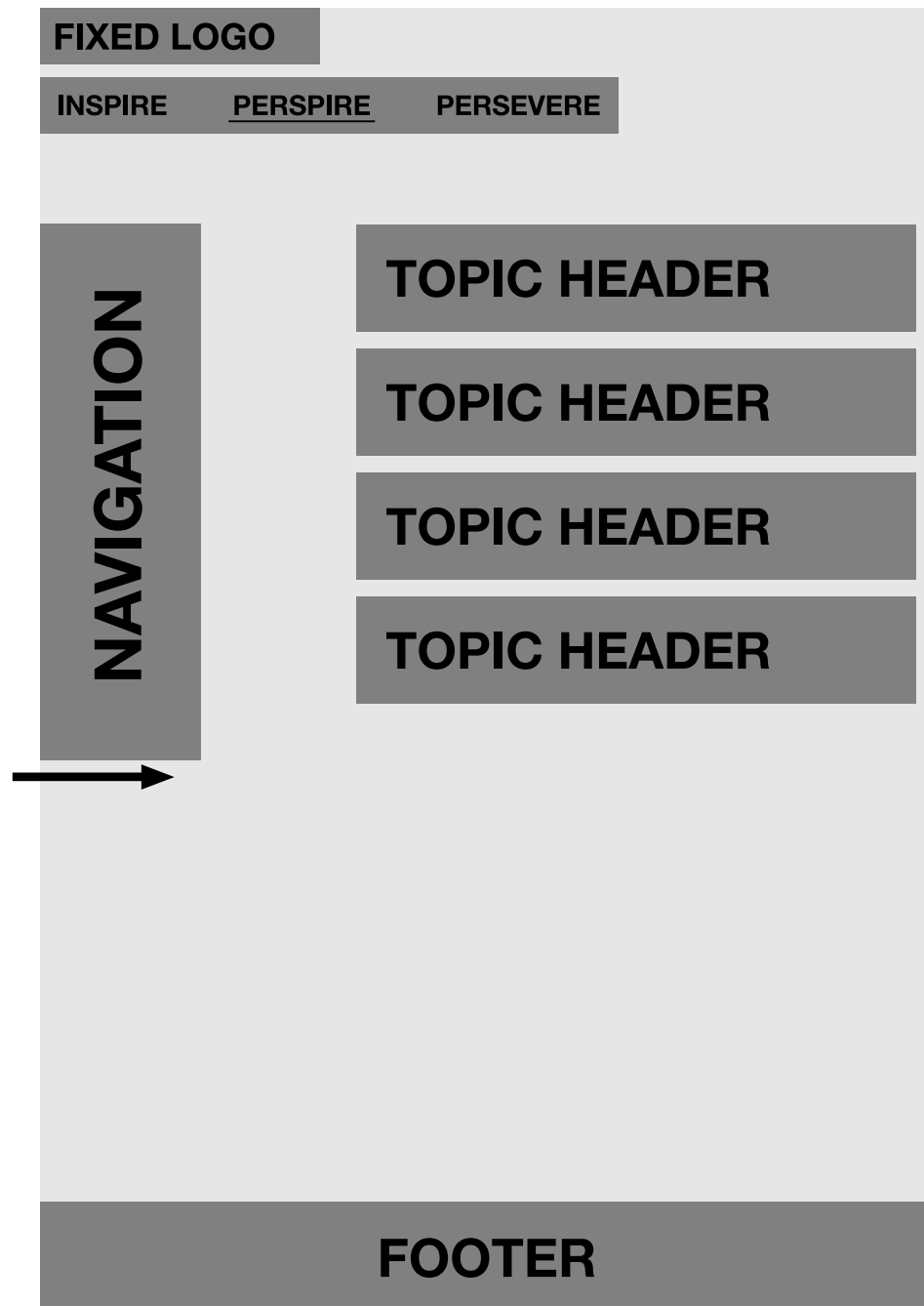
Persevere: Appendix

Wireframes - Homepage

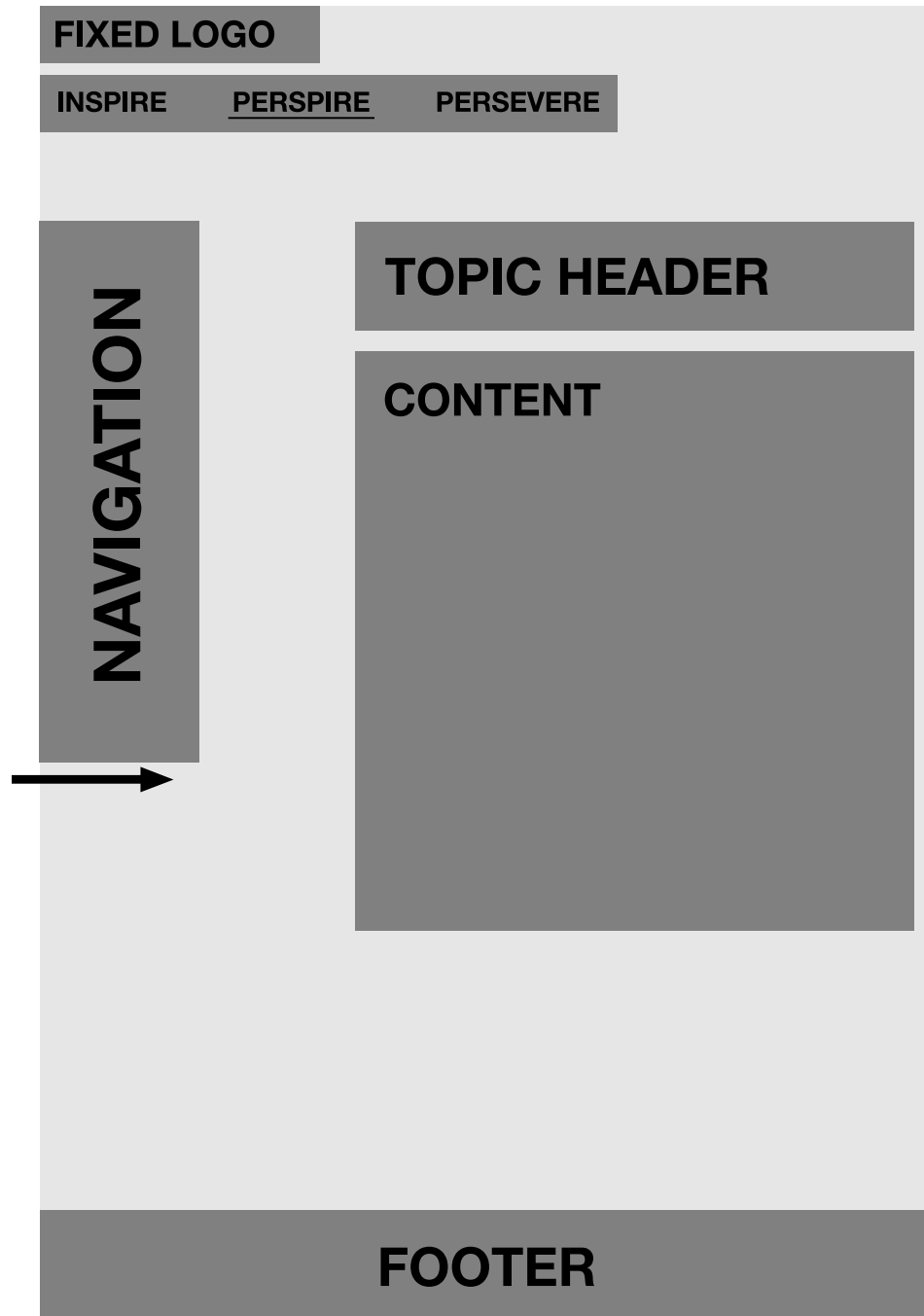


Persevere: Appendix

Wireframes - Subhead Pages



Wireframes - Topic Header/Content Layout



Persevere: Works Cited

Bingham, John. No Need For Speed. United States of America: Rodale, Inc., 2002.

Burfoot, Amby. The Principles Of Running: Practical Lessons From My First 100,000 Miles. United States of America: Rodale Press, Inc., 1999.

Duckett, Jon. HTML & CSS: Design and Build Websites. Indianapolis, IN: John Wiley & Sons, Inc., 2011.

McNeil, Patrick. The Web Designer's Idea Book, Vol.2: More of the Best Themes, Trends, and Styles in Website Design. Georgetown, Ontario, Canada: HOW Books, F W Media, Inc., 2010.

Refsnes Data, "W3Schools." Last modified 2013. Accessed November 23, 2013. <http://w3schools.com/>.

Runner's World, "<http://www.runnersworld.com/>." Last modified 2013. Accessed November 16, 2013. <http://www.runnersworld.com/>.

"Sass: Sass Basics." Last modified 2013. Accessed November 30, 2013. <http://sass-lang.com/guide>.

"Sass (Syntactically Awesome StyleSheets) ." Last modified 2013. Accessed November 30, 2013. http://sass-lang.com/documentation/file.SASS_REFERENCE.html.

Persevere: Thank You

To *Michael Higham* for getting me started and having confidence in my abilities.

To *Allyssa Birth* for being a constant force of “you still need to have fun!”

To *Beth Crvelin* for being an absolute inspiration in the sport of running and always being a constant supporter in whatever I do.

To *Ryan Giglia* for always asking “Did you run today?” And the numerous conversations and coffees.

To *Kristen Hanmer*, the reciever of all my ideas: good or bad, and my forever running partner.

To my parents, *Don and Carol Meyer*, with whom I wouldn’t have made it if it wasn’t for their love and support.